



## Open Enrollment Plan Year 2022 Public Service Announcement Guidance

**Helpful things to know before you begin outreach to local radio stations or other media outlets.**

Once you have made contact with local radio stations, or other media outlets, and they have agreed to support your efforts to promote Open Enrollment for Plan Year 2022, the next step is providing them with the Public Service Announcement (PSA) scripts. Stations can use these to read live on-air or can record them for later use. The following provides guidance to help increase the likelihood of success:

- Emphasize to the stations that there are different scripts to be used during different phases of Open Enrollment. There are scripts to use for the two weeks prior to Open Enrollment, scripts to use during Open Enrollment, and one script for use after Open Enrollment ends (if stations are still willing to help inform Residents how they can access health coverage). The time frame for each set of scripts is in the header above the applicable scripts.
- It is also important that stations understand they should not alter the scripts. All scripts have been developed and approved by the Kentucky Health Benefit Exchange and should be utilized as written.
- Maintaining communication with all participating stations prior to and during Open Enrollment is the best method to ensure they are using the correct script and to avoid any potential confusion. KHBE has created a survey tool ([survey link placeholder](#)) to help kynectors track and log their radio outreach efforts.
- Make sure your station representative has your contact information (including work phone number and work email address).

